

# Advertisement and Distribution of Surveys, Research and Quality Activities Policy and Procedure

## Policy statement

The distribution or advertising of surveys for research and quality activities to Dietitians Australia members will be facilitated by Dietitians Australia following application and approval at the discretion of Dietitians Australia.

## Scope

This policy applies to advertisement and/or distribution of any surveys for research or quality improvement activities, using Dietitians Australia communications platforms.

## Policy guidelines

### Governance

1. Dietitians Australia will be responsible for the distribution of all online surveys to its members.
2. The number of requests for survey distribution will not be an imposition on members.
3. Scheduling of survey distribution will be decided by Dietitians Australia and negotiated with the applicant where appropriate.
4. Dietitians Australia's name will be protected from unauthorised use by organisations or individuals.
5. It will be clear to members that the research is not related to official Dietitians Australia policy or business and a statement indicating this will appear in the distribution message.
6. Advertisement and distribution of the survey must meet the [Partnerships Policy](#).
7. There will be no resource implications, financial or otherwise, for Dietitians Australia.
8. The Dietitians Australia Board reserves the right to consider endorsement of research results or the use of Dietitians Australia's name with the research in conjunction with the [Partnerships Policy](#).
9. Dietitians Australia does not support or endorse the content or results of external research activities unless explicitly stated.
10. Dietitians Australia's name will not be used or associated with the content distribution, results, or publicity emanating from the research activity.
11. Dietitians Australia member groups (eg. Interest Groups, Branches) will be reminded periodically of this policy.

**A** 1/8 Phipps Close, Deakin ACT 2600 | **T** 02 6189 1200

**E** [info@dietitiansaustralia.org.au](mailto:info@dietitiansaustralia.org.au)

**W** [dietitiansaustralia.org.au](http://dietitiansaustralia.org.au) | **ABN** 34 008 521 480

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## Communication

12. Communication and distribution of surveys may be via:
  - a. 30-word notification in the weekly member update email
  - b. Direct messaging to a maximum of 4 specific groups of members using the Dietitians Australia database
  - c. Post on a maximum of 4 discussion forums on a Dietitians Australia member communication platforms (eg. Share Plate)
  - d. Branch or Interest Group (IG) meetings
13. The individual or company funding the survey will be identified in the invitation to participate in the survey and at the beginning of the survey.
14. The survey received by members from applicant must contain a statement at the beginning of the survey declaring how the results will be used (eg. paper for publication, thesis, market research for advertising campaign) and the name of the organisation or individual providing the funding.
15. The survey link must be live at the time of member communications being distributed. Requests for repeat emails/extra advertising or communication of results will incur repeat charges.
16. Approved surveys shall contain the following statement in the advertisement for the survey: “This survey has been approved for distribution but not endorsed by Dietitians Australia” and will be sent to members via the appropriate distribution channel.
17. A copy of the report, paper or thesis arising from the survey must be shared with Dietitians Australia upon request.

## Priority

18. Official Dietitians Australia surveys (or other research activities) for a strategic purpose will always take priority over other requests.
19. Second priority will be given to other internal Dietitians Australia research, such as Branch or Interest Group surveys which do not fit the category above.
20. External requests will be given next priority based on the above principles.

## Fees

21. Charges apply to surveys that are not run by Dietitians Australia (see Table 1). These fees are reviewed annually.
22. There is no charge for internal Dietitians Australia surveys. Internal surveys are those developed and conducted by Dietitians Australia Committees, Councils, Interest Groups, Branches and staff.
23. When research activities align with, and support Dietitians Australia strategic priorities, applicants may have fees waived or reduced at the discretion of Dietitians Australia.
24. Printing and mailing of hard copy surveys will be at the expense of the applicant (if applicable).

**Table 1: Fees for advertising surveys, research and quality activities**

Category	Description	Fee
Student researcher	Student undertaking research as part of undergraduate, Honours, Masters or PhD requirements	\$50 (member) \$388 (non-member)
Non-student researcher	Individual undertaking research that will not be owned by an organisation that they perform paid or unpaid work for	\$243 (member) \$490 (non-member)
Government department/agency	Department or agency run by a Federal, State, Territory or local, government, eg. CSIRO, Department of Health	\$999
University	An institution of higher learning providing facilities for teaching and research	\$999
Not-for-profit organisation	Organisation that provides services to the community and does not operate to make a profit for its members or shareholders, eg. Cancer Council, Heart Foundation	\$999

## Breaches of policy

25. Surveys may not be distributed directly via any Dietitians Australia communications platform without going through this process. This includes via the member communication platform Share Plate as per the Share Plate Terms and Conditions.
26. Community moderators or leaders on Dietitians Australia communications platforms (eg. Share Plate) must report unauthorised distribution or advertising of surveys to Dietitians Australia staff.
27. Posts on any Dietitians Australia communications platform (eg. Share Plate) related to a survey that has not been authorised for advertisement or distribution will be deleted.
28. Should a survey that is unauthorised continue to be communicated to members via Dietitians Australia communication channels, (eg. discussion forums on Share Plate, direct messaging on Share Plate), the individual/organisation will be invoiced the appropriate fee as determined by Dietitians Australia.
29. Moderators or leaders of the forum where an unauthorised survey advertisement has been shared will be advised of its unauthorised nature.

## Procedure

30. Applications and bookings are to be made using the form in Attachment 1 below and emailed to Dietitians Australia via [marketing@dietitiansaustralia.org.au](mailto:marketing@dietitiansaustralia.org.au)
31. Once received, the most relevant Dietitians Australia staff member based on the topic and content of the survey reviews the activity to ensure it meets the following criteria:
  - a. Relevant to all or a group of Dietitians Australia members.
  - b. Consistent with Dietitians Australia strategic plan.
  - c. Does not address an issue previously included in a recent or proposed survey or target the same group excessively.
32. If the research activity is unsuitable for distribution by Dietitians Australia, the applicant will be informed in writing.

33. If the survey is approved for distribution, the applicant will be advised in writing of approval and date of planned distribution.
34. Applicants may request additional advertisements of their survey, pending schedule availability and fee payment.
35. A copy of the report, paper or thesis arising from the survey must be shared with Dietitians Australia upon request.

## Attachment 1 – Research application and booking form

Email completed application and booking form to [marketing@dietitiansaustralia.org.au](mailto:marketing@dietitiansaustralia.org.au)

### Applicant details

<b>Date</b>	
<b>Name of applicant</b>	
<b>Email address</b>	
<b>Phone number</b>	
<b>Dietitians Australia member</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes, membership number:
<b>This research is being conducted</b>	<input type="checkbox"/> By myself, as an individual <input type="checkbox"/> For an organisation:
<b>Organisation/work address</b>	

### Survey details

<b>Survey funded by</b>	
<b>Purpose of the research, proposed outcomes, intended publication of results</b>	
<b>Ethics approval</b>	<input type="checkbox"/> Ethics approval granted (attach confirmation) <input type="checkbox"/> Ethics waver granted (attach confirmation) <input type="checkbox"/> Activity does not require ethics approval

### Distribution and promotion

<b>Distribution</b>	<p>I will provide a link to the research activity (eg. survey) and be liable for the costs as described in the above table.</p> <p>OR</p> <p>I will provide ___ number of copies of the research activity (eg. survey) to be distributed, and be liable for the cost plus cost of labels, mailing house charges, Australia Post charges, courier and all other charges incurred. Total cost to be determined on approval.</p>
<b>30-word promotion message, including who is conducting research</b>	<p>Example:          Researchers at <i>Waterways University</i> are conducting research on <i>this clinical condition to understand the impact on patients</i> and are interested in dietitian's views. Participate in the survey (link).</p>

Refer to sections 12-14 of Policy, can include a link but not attachment	
<b>Message heading</b>	Example: Help discover more about <i>this clinical condition</i>
<b>100-word promotion message, including who is conducting research and why, how results will be used</b>  Refer to sections 12-14 of Policy, can include link but not attachment	Example: Researchers at <i>Waterways University</i> are conducting research on <i>this clinical condition</i> to understand the impact on patients and are interested in dietitian's views. Results will be used to <i>develop an app to help support client care in this area</i> . Participate in the survey (link).
<b>Message heading</b>	Example: Participate in <i>this research trial</i>
<b>Interest groups for targeted message (max 4) selected from the list below</b>	1. 2. 3. 4.

#### List of Interest Groups

Bariatric Surgery	Indigenous Nutrition
Cardiology	Integrative Medicine
Corporate Nutrition	Ketogenic Diet
Culturally and Linguistically Diverse	LGBTQI+
Cystic Fibrosis	Male Nutrition Issues
Diabetes	Nutrition Informatics
Dietetic Educators	Nutritional Genomics
Dietitians in Management	Nutrition Support
Dietitians in the Private Sector	Oncology
Disability	Paediatrics and Maternal Health
Eating Disorders	Polycystic Ovarian Syndrome
Emerging Dietitians	Public Health and Community Nutrition
Food Allergy and Intolerance	Rehabilitation and Aged Care
Food Composition	Renal
Food and Environment	Research
Food Service	Rural, Regional and Remote
Gastroenterology	Vegetarian
Health, Behaviour and Weight Management	Working Overseas
HIV/AIDS	

## Payment details

CATEGORY (for pricing refer to policy above)				
<input type="checkbox"/> Student researcher (member)	<input type="checkbox"/> Student researcher (non-member)	<input type="checkbox"/> Non-student researcher (member)	<input type="checkbox"/> Non-student researcher (non-member)	<input type="checkbox"/> Government agency / Not-for- profit / University

PAYMENT DETAILS	
Amount of payment (AUD)	\$ _____
Payment method *	<input type="checkbox"/> Credit Card
Credit card type	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa
Credit card number	_____
Credit card expiry date	____ / ____
Cardholder name	_____
Cardholder signature	_____

\* Please note: American Express/Diners or direct debit are not accepted. The advertisement will not be approved until payment is received.

## Declaration

I accept the following conditions:

36. Dietitians Australia does not support or endorse the content of the research.
37. Dietitians Australia does not support or endorse results emanating from the research.
38. Dietitians Australia's name shall not be used or associated with the content, distribution, results, or publicity emanating from the research.
39. That a copy of the report/paper/thesis arising from the research shall be sent to Dietitians Australia upon request.
40. I agree to all other conditions outlined in the Survey Advertisement and Distribution Policy.

Signature ..... Signature of Witness .....

Name ..... Name of Witness .....

## Attachments

- Ethics approval/waiver confirmation
- Copy of survey questions as they will be presented to respondents